

TOGETHER

Transforming Recycling For Good

2018 Missouri Recycling Association Annual Conference

Rob Taylor

Technical Assistance Specialist





Each day we work together with communities and companies to help families in America recycle, and recycle well.



How?

Increase access to recycling

Increase capture of recyclables

Improve quality of recyclables

Our Working Model

INFRASTRUCTURE
and SERVICE



PROGRAM ASSISTANCE



\$33M Investment

Nearly 500K Carts Placed

40 Funders Across the Supply Chain

700 Communities Assisted

TOOLS and
DATA



SYSTEM SOLUTIONS



We Work Hand in Hand with Communities and Companies

IMPROVING RECYCLING FOR:
THE ENVIRONMENT THE ECONOMY AND THRIVING COMMUNITIES



INFRASTRUCTURE and OPERATIONS

500K New Curbside
Carts



SYSTEM CHANGE and BEHAVIOR CHANGE

40 Funders,
700+ Communities



MEASURABLE CHANGE

\$33M
Investment,
Data



THE RECYCLING PARTNERSHIP

Together, transforming recycling for good.

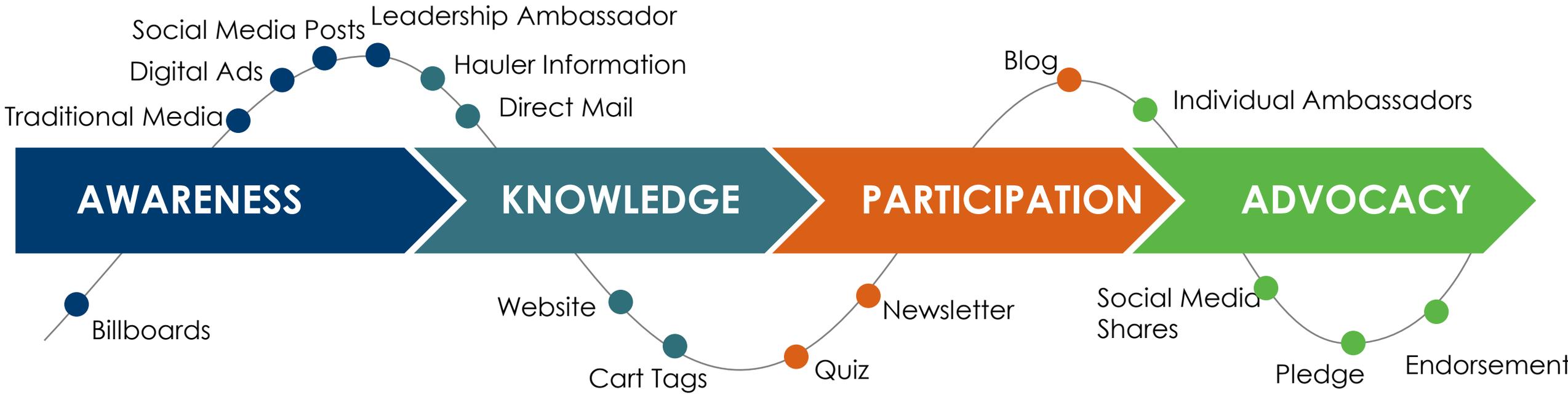


APPROACH TO MESSAGING



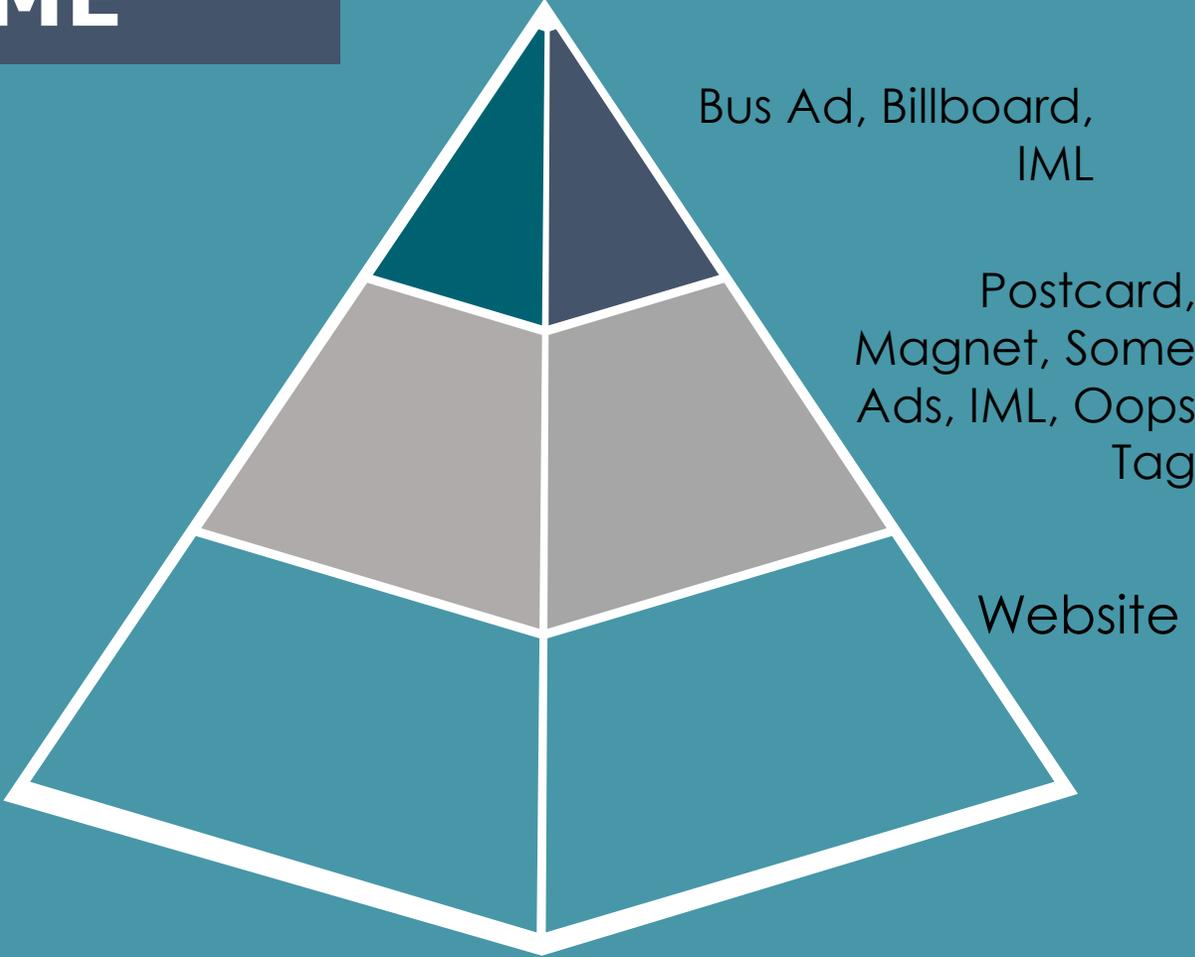
FREE TOOLS to Grow Awareness Through Integrated Messaging

To make the most of limited communications, coordinate and integrate messaging

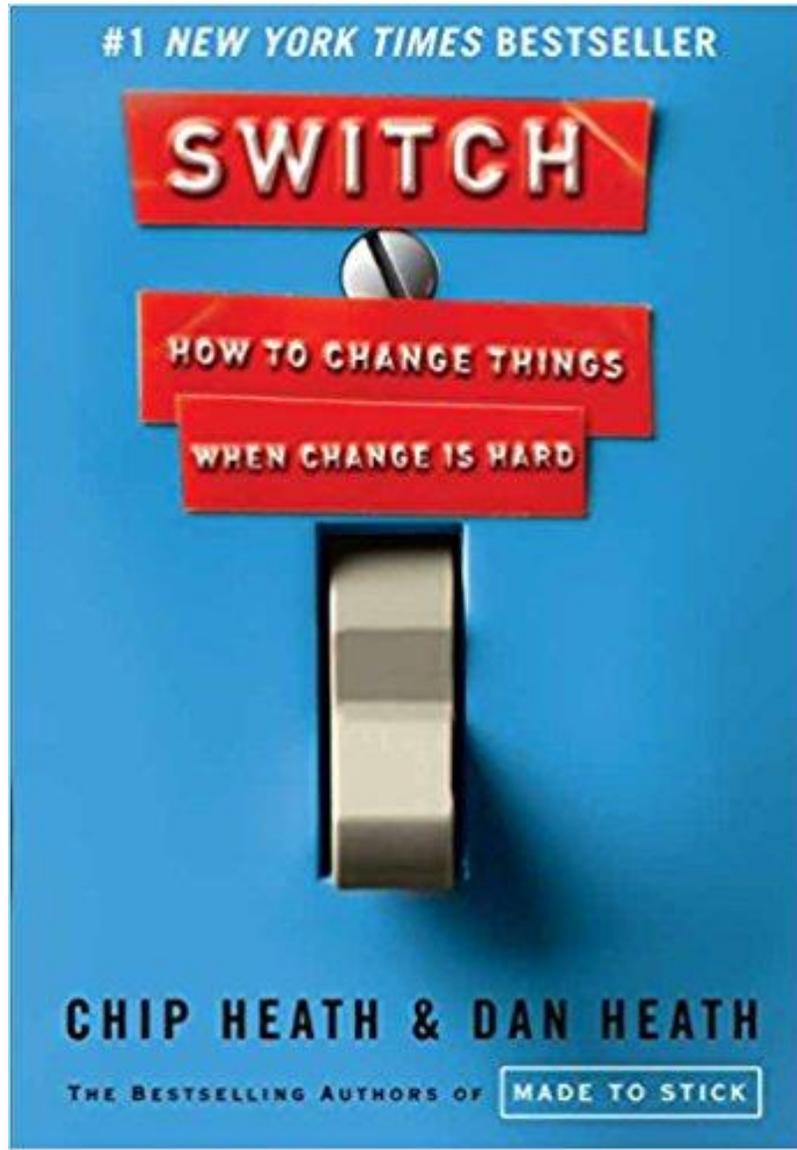


COMMUNICATING THE RIGHT THING AT THE RIGHT TIME

AWARENESS	1	TOP YES/NO
UNDERSTANDING	5	THE "ADDITIONAL"
	50	QUESTIONS & DETAILS



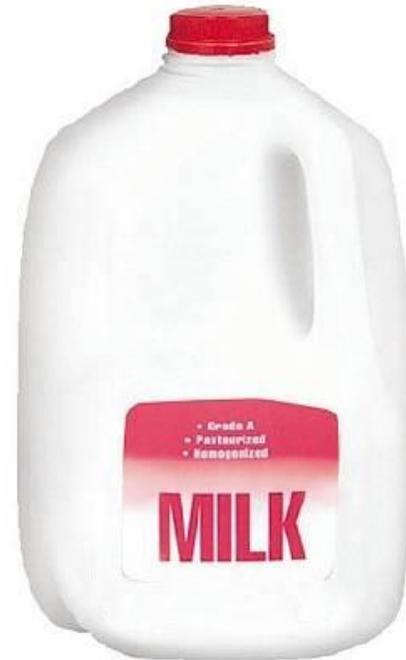
CAPITILZE ON RESEARCH
OUTSIDE OUR INDUSTRY:
RESOURCE AND CASE
STUDIES ON BEHAVIOR
CHANGE:



Eat a healthier diet



Purchase 1% Milk



Keep it simple

Don't contaminate

Recycle Smart

TESTING THE APPROACH



PROVIDE CRYSTAL CLEAR MESSAGE

Don't bag your recyclables

Recycle your cans

PROVIDE CRYSTAL CLEAR MESSAGE

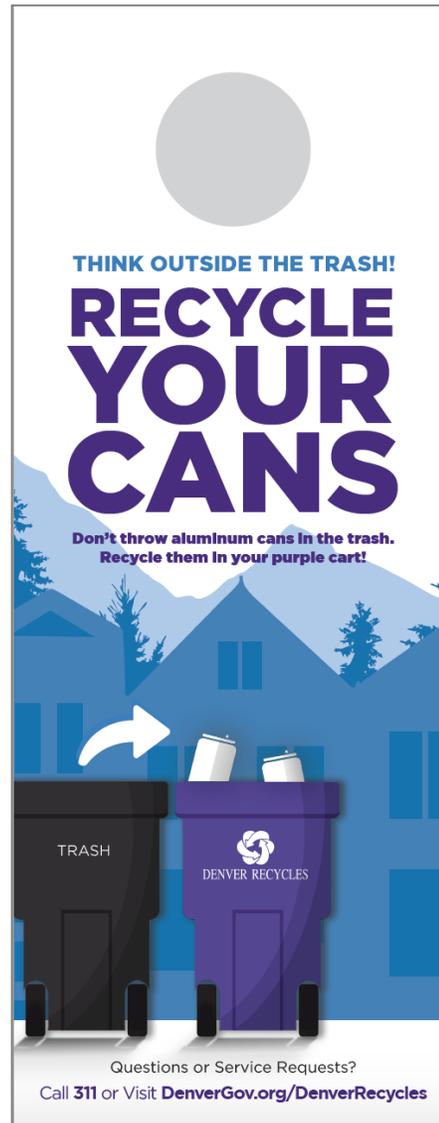
BEFORE

AFTER



PROVIDE CRYSTAL CLEAR MESSAGE

↑ 25%



“What looks like resistance
is often lack of clarity”

-Switch

Communicating about what belong in the bin (and what doesn't)

WORK WITH MRF: WHAT'S ACCEPTED AND WHAT'S NOT

ACCEPTABLE MATERIALS WORKSHEET

MRF: _____
CITY: _____

Please go through each item on the list and check whether the item is used to get the local governments and the MRF on the same page. If answering the phone or driving the collection vehicle to better inform building educational materials that are consistent throughout the community.

You will see two categories under the "Do Not Accept" column. Here **Not Dangerous** Item is not sent to a market for recycling, but does not **Dangerous** Item can shut down or damage equipment, harm employ.

PAPER PRODUCT	ACCEPT	NOT DANGEROUS
OCC	<input type="checkbox"/>	<input type="checkbox"/>
Pizza Boxes	<input type="checkbox"/>	<input type="checkbox"/>
Newspaper	<input type="checkbox"/>	<input type="checkbox"/>
Magazines	<input type="checkbox"/>	<input type="checkbox"/>
Hard Cover Books	<input type="checkbox"/>	<input type="checkbox"/>
Paperback Books	<input type="checkbox"/>	<input type="checkbox"/>
Office Paper	<input type="checkbox"/>	<input type="checkbox"/>
Junk Mail	<input type="checkbox"/>	<input type="checkbox"/>
Cartons (gable top containers like milk, orange juice, etc)	<input type="checkbox"/>	<input type="checkbox"/>
Shredded Paper	<input type="checkbox"/>	<input type="checkbox"/>
Directions on how to Prepare	<input type="checkbox"/>	<input type="checkbox"/>
Round Can (fiber body, metal bottom)	<input type="checkbox"/>	<input type="checkbox"/>
Hot Cups (e.g. paper fountain drink cup)	<input type="checkbox"/>	<input type="checkbox"/>
Hot Cups (e.g. coffee cup)	<input type="checkbox"/>	<input type="checkbox"/>
Take-out Containers	<input type="checkbox"/>	<input type="checkbox"/>
Paperboard Boxes	<input type="checkbox"/>	<input type="checkbox"/>
Kraft Bags	<input type="checkbox"/>	<input type="checkbox"/>
Tissue Paper	<input type="checkbox"/>	<input type="checkbox"/>
Ice Cream Container	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>

ACCEPTABLE MATERIALS

GLASS PRODUCT ACCEPT NOT DANGEROUS

Bottles and Jars	<input type="checkbox"/>	<input type="checkbox"/>
Window	<input type="checkbox"/>	<input type="checkbox"/>
Mugs	<input type="checkbox"/>	<input type="checkbox"/>
Drinking Glass	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>

ALUMINUM PRODUCT ACCEPT NOT DANGEROUS

Can	<input type="checkbox"/>	<input type="checkbox"/>
Foil or Foil like container (e.g. aluminum trays)	<input type="checkbox"/>	<input type="checkbox"/>
Other aluminum containers	<input type="checkbox"/>	<input type="checkbox"/>
Aerosol	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>

STEEL PRODUCT ACCEPT NOT DANGEROUS

Can	<input type="checkbox"/>	<input type="checkbox"/>
Aerosol	<input type="checkbox"/>	<input type="checkbox"/>
Pots and pans	<input type="checkbox"/>	<input type="checkbox"/>
Scrap metal	<input type="checkbox"/>	<input type="checkbox"/>
Directions on how to Prepare	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>

ACCEPTABLE MATERIALS

PLASTIC PRODUCT ACCEPT NOT DANGEROUS

How do you educate what plastic is accepted:

- By object shape and/or size. (e.g. bottles – neck smaller)
- By resin type #1-7
- By resin type #1 and #2
- By resin type #1, 2, 3, 4, and 5
- Other:

ACCEPTABLE MATERIALS

PLASTIC PRODUCT ACCEPT NOT DANGEROUS

PET Bottles & Jars	<input type="checkbox"/>	<input type="checkbox"/>
Non-bottle PET Containers & Lids (e.g. Clear plastic fast food cups)	<input type="checkbox"/>	<input type="checkbox"/>
PET thermoform (e.g. fruit container)	<input type="checkbox"/>	<input type="checkbox"/>
HDPE Bottles & Jars	<input type="checkbox"/>	<input type="checkbox"/>
Non-bottle HDPE Containers & Lids	<input type="checkbox"/>	<input type="checkbox"/>
PP Bottles	<input type="checkbox"/>	<input type="checkbox"/>
PP Containers & Lids	<input type="checkbox"/>	<input type="checkbox"/>
Other Drink Bottles (e.g. juice in #7)	<input type="checkbox"/>	<input type="checkbox"/>
Other Food bottles & Jars (e.g. items in #3,4,6 or 7)	<input type="checkbox"/>	<input type="checkbox"/>
Other Household bottles & Jars (e.g. #3 shampoo bottle)	<input type="checkbox"/>	<input type="checkbox"/>
Other Tubs & Lids (e.g. tubs that are #3,4,6 or 7)	<input type="checkbox"/>	<input type="checkbox"/>
Produce, Deli & Bakery Containers, cups, trays	<input type="checkbox"/>	<input type="checkbox"/>
Other containers & Packaging (e. buckets, milked packaging, food storage containers)	<input type="checkbox"/>	<input type="checkbox"/>

Exclusions, size or preparation requirements

Exclusions, size or preparation requirements

ACCEPTABLE MATERIALS

PLASTIC PRODUCT ACCEPT NOT DANGEROUS

Bulky plastic (e.g. crates)	<input type="checkbox"/>	<input type="checkbox"/>
Buckets (any size)	<input type="checkbox"/>	<input type="checkbox"/>
Toys	<input type="checkbox"/>	<input type="checkbox"/>
Flower Pots	<input type="checkbox"/>	<input type="checkbox"/>
Bags, wraps, film (bag in bag)	<input type="checkbox"/>	<input type="checkbox"/>
Plastic bags (loose or bag in bag)	<input type="checkbox"/>	<input type="checkbox"/>
EPS Foam Blocks & Shapes	<input type="checkbox"/>	<input type="checkbox"/>
EPS Foam food Service & Other containers	<input type="checkbox"/>	<input type="checkbox"/>

Other Preparation Requirements?

PROHIBITIVE ITEMS

If you could only tell citizens 5 things not to put at the curb - Rank the top five (5) unacceptable items that are causing the most problems in your facility. I.e. Degrades other commodities significantly, causes damage to MRF equipment, dangerous to staff, etc. Please rank with numbers "1" through "5". Put a "1" in the box of the worst contaminant. Only rank the top five and leave everything else blank.

PROHIBITIVE ITEMS	TOP 5
Plastic Bags	
Shredded Paper	
Propane Tanks	
Aerosol Cans	
EPS Foam (block and/or food service containers)	
Yard Waste	
Food Waste	
Bulky Plastics	
Wire, hose, cords, rope, chains	
Scrap metal	
Pots and Pans	
White Goods	
Textiles/clothes	
Flexible Packaging	
Motor oil containers	
Glass	
Fluorescent Bulbs	
Plastic trays	
Plastic furniture	
Electronics	
Cartons	
Ink/printer cartridges	
General hazardous waste	
Needles	
Pet food bags	
Mercury containing objects	
Dishes	
Wood	
Other	
Other	
Other	

KEEP IT SIMPLE

Consistent, simple messaging works best.

ALUMINUM

- Aerosol
- Can
- Foil or Foil-like Container
- Other Aluminum Containers

CARTONS

PAPER

- Cold Cups
- Hard Cover Books
- Hot Cups
- Ice Cream Container
- Junk Mail
- Kraft Bags
- Magazines
- Newspaper
- OCC
- Office Paper
- Paperback Books
- Paperboard Boxes
- Pizza Boxes
- Shredded Paper

GLASS

- Bottles and Jars
- Drinking Glass
- Mugs
- Window

PLASTIC

- Buckets
- Bulky Plastic
- EPS Foam
- Flower Pots
- HDPE Bottles & Jars
- Non-bottle HDPE Containers & Lids
- Non-bottle PET Containers & Lids
- Other Containers & Packaging
- Other Drink Bottles
- Other Food Bottles & Jars
- Other Household Bottles & Jars
- Other Tubs & Lids
- PET Bottles & Jars
- PET Thermoform
- PP Bottles
- PP Containers & Lids
- Produce, Deli & Bakery Containers, Cups, Trays

STEEL

- Aerosol
- Can
- Pots and Pans
- Scrap Metal



Aluminum and Steel Cans
empty and rinse



Food and Beverage Cartons
empty and replace cap



Bottles and Jars
empty and rinse



Mixed Paper, Newspaper, Magazines, and Flattened Cardboard



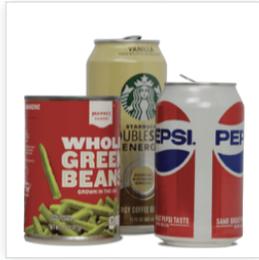
Kitchen, Laundry, Bath: Bottles and Containers
empty and replace cap

RECYCLE

THANK YOU FOR RECYCLING THESE:



Cans



Aluminum and Steel Cans
empty and rinse



Cartons



Food and Beverage Cartons
empty and replace cap



Glass



Bottles and Jars
empty and rinse



Paper



Mixed Paper, Newspaper, Magazines, and Flattened Cardboard



Plastic



Kitchen, Laundry, Bath: Bottles and Containers
empty and replace cap

NO!



Do not Bag Recyclables
(no garbage)



No Plastic Bags
or Plastic Wrap



No Tangles,
Cords, Hoses
or Chains



No Flammables,
Fuel Tanks or Batteries



No Food or Liquid
(empty all containers)

123-456-7890
City, State

123recycling.com

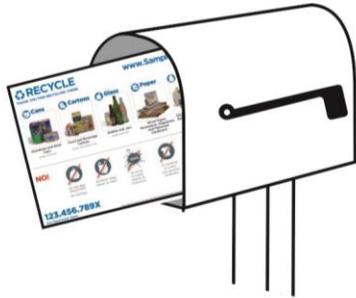
A recipe for communicating about curbside recycling

THREE COMMUNICATIONS TO DRIVE PARTICIPATION AND IMPROVE QUALITY

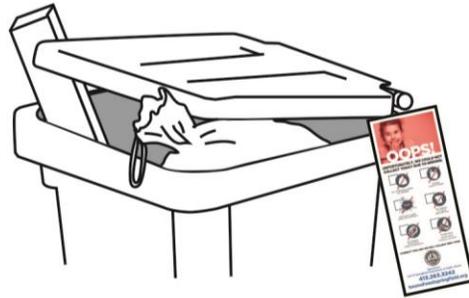
1 INFORM AND TRIGGER

2 PERSONALIZED FEEDBACK

3 ISSUE SPECIFIC COMMUNICATIONS



Annual Info Card Mailable



Curbside Feedback



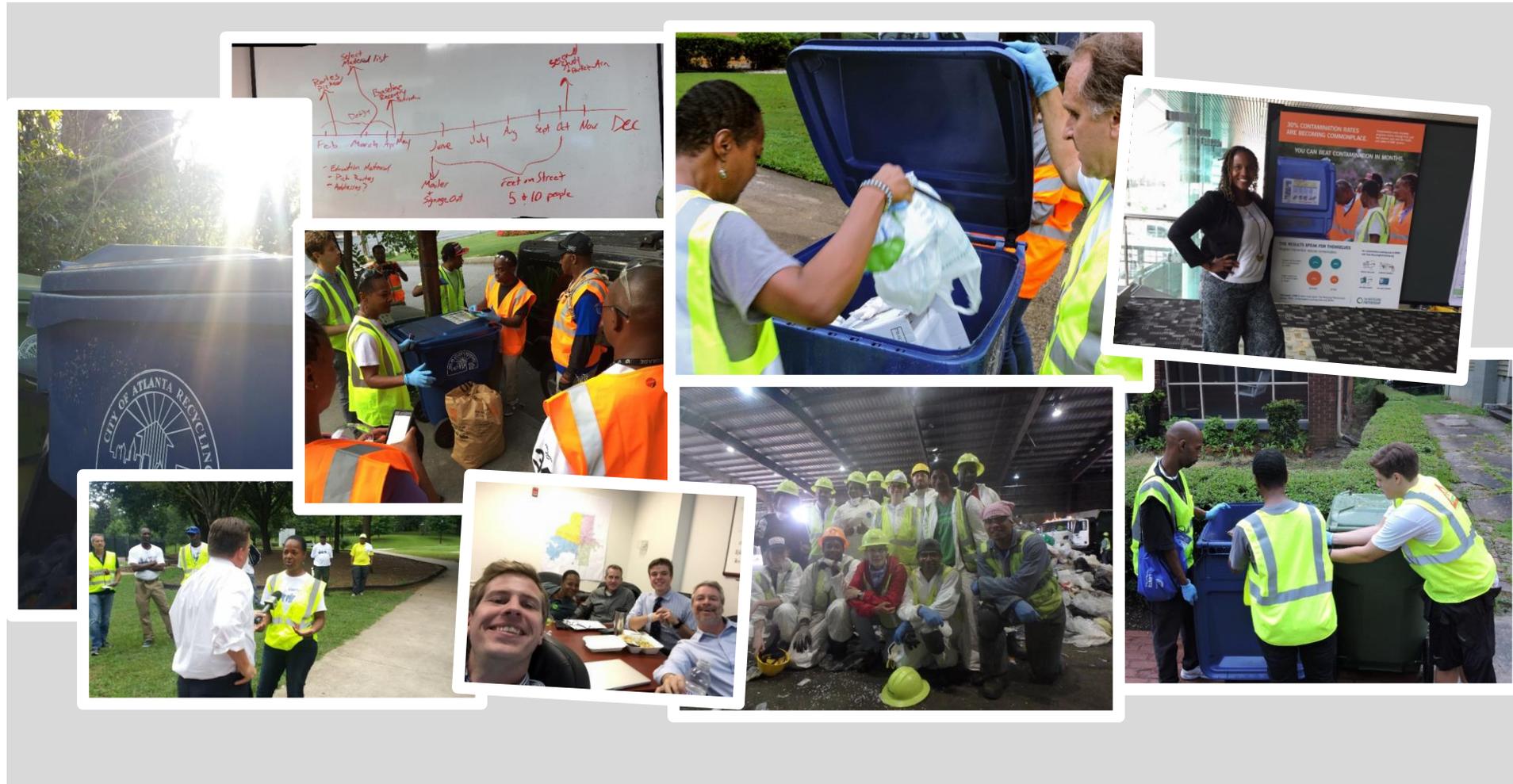
Top Issue Mailable



Top Issue Signage



City of Atlanta



Campaign Execution:

RECYCLE

Glass
Bottles and Jars*
empty and rinse

Metal
Aluminum and Steel Cans
empty and rinse

Paper
Cartons, Mixed Paper, Newspaper and Magazines
flattened cardboard

Plastic
Bottles and Containers
empty and replace cap

NO!

- Do Not Bag Recyclables to garbage
- No Plastic Bags* return to retail
- No Electronics*
- No Tangles, Coils, Hoses or Chains
- No Tanks*

FOR MORE INFO
www.atlantaga.gov/recycling

*Also consider recycling at CHaRM Center.

Containers should be placed on curb by 7 p.m. the previous day and removed (from the curb) by 7 p.m. on collection day.

General Info

OOPS!
PLEASE LEAVE THESE ITEMS OUT!

- Do Not Bag Recyclables (to garbage)
- No Plastic Bags (return to retail)
- No Food or Liquid (empty at containers)
- No Electronics (drop-off only)
- No Tangles, Coils, Hoses or Chains
- No Tanks, Wood, Plastic Furniture or Metal

CORRECT THIS AND WE WILL COLLECT NEXT TIME.

ATL 311 is for service related questions and concerns. Call 311 or go online at ATL311.com.

www.atlantaga.gov/recycling

Direct Engagement

Join your neighbors in RECYCLING!

CARTLANTA
recycling, get into it.

Step 1: Fill your blue cart with bottles, cans, and cardboard.
Step 2: Roll out and place blue cart next to garbage on collection day.

Questions? Need a cart?
www.atlantaga.gov/recycling
or call 311.

Contaminant Specific



NO PLASTIC BAGS IN THE CART

DO NOT BAG Recyclables

Loose and clean recyclables only

RETURN bags and other plastic wrap to retail or CHaRM.

www.atlantaga.gov/recycling

Supporting Campaign



ATLANTA - CAPTURE RATES

Before and After Data 2017 Pilot Areas

OVERALL CAPTURE RATE increased from **52%** to **66%**



ATLANTA - CAPTURE RATES

Before and After Data 2017 Pilot Areas - Single-Family - Curbside Service

OVERALL CAPTURE RATE

- Capture increased from **52%** to **66%**

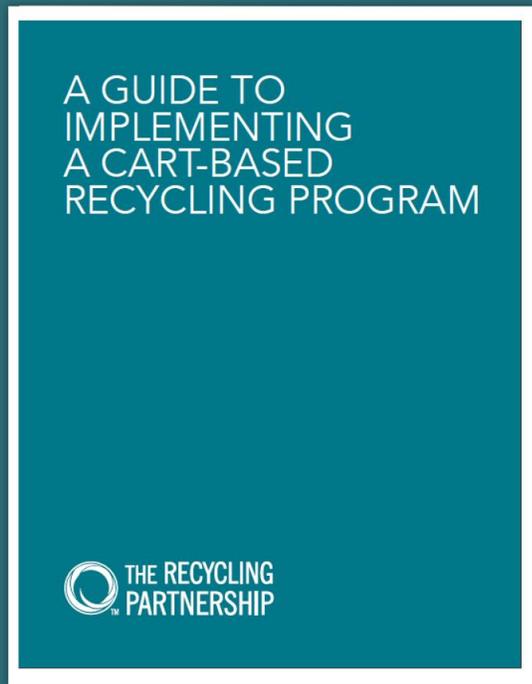


Key Outcomes - Atlanta

- ✓ Overall Capture rate increased **27%**
- ✓ Overall Contamination decreased **57%**
- ✓ Overall Bagged Recyclables decreased **62%**

Tools for recycling with carts

1. CARTS GUIDE
2. GRANTS
3. FREE ART FILES UPON REQUEST (POSTCARDS, ADS, ETC.)



Tools for Contamination

- 1. ANTI-CONTAMINATION KIT WITH FREE CUSTOMIZABLE FILES
- 2. IMAGES, ICONS, MAGNETS, SOCIAL MEDIA KIT
- 3. MORE TO COME!

Anti-Contamination Recycling Kit

Improving Quality in Your Recycling Program

If you are looking to clean up your residential recycling stream, this kit might be for you. As you will see, the approach is well tested and the results are both immediate and noteworthy.

This kit has been designed to provide steps, tools, and resources to help you improve the quality of your recycling program. It will require resources, planning, and time on your end, as well as a partnership with your MRF and hauler, but the benefits are many. Increasing the quality of the recycling stream can save on disposal fees, improve resident satisfaction with your program, and ensures the success and sustainability of the recycling system.

To get started, use this [ASSESSMENT TOOL](#) to make sure your community is ready to take on this challenge. Before starting this project you'll need to assess your budget, present your case to decision makers, and get buy-in from your city/town officials, your hauler and your MRF. Lastly, take advantage of what others have learned by reviewing this [PRO TIPS PAGE](#).



This toolkit includes:

- Guidance to help you broach this subject with your MRF and hauler
- Visual instructions and tools for targeted messages
- Tips to help you get the best results
- Tools to help you track and report results





OOPS!

PLEASE LEAVE THESE ITEMS OUT!



Do not Bag Recyclables
(no garbage)



No Plastic Bags



No Food or Liquid
(empty all containers)



No Clothing or Linens
(garment only)



No Tangles,
Cords, Hoses
or Chains



No Tires, Wood,
Plastic Furniture
or Metal

CORRECT THIS AND WE WILL COLLECT NEXT TIME.

SampleUri.org

Questions about your curbside recycling service?
(123) 456-7890

RECYCLE

THANK YOU FOR RECYCLING THESE:



Aluminum and
Steel Cans
(empty and clean)



Food and Beverage
Cartons
(empty and replace cap)



Bottles and Jars
(empty and rinse)



Mixed Paper,
Newspaper, Magazines,
and Flattened
Cardboard



Kitchen, Laundry, Bath
Bottles and Containers
(empty and replace cap)

NO!



Do Not Bag Recyclables
No Garbage



No Plastic Bags or
Plastic Wrap
(return to retail)



No Food or Liquid
(empty all containers)



No Clothing or Linens
(use donation programs)



No Tangles
(No hoses, wires,
chains, or electronics)

(123) 456-7890

Tires and Appliances

SampleUri.org



Let's customize your campaign materials

Answer five questions to customize your FREE campaign materials to help tackle your top recycling issues. It's like magic, but more practical and effective.

LET'S GO



We'll be customizing the following three pieces.

TOP ISSUE MAILER



OOPS TAG



ANNUAL INFO CARD



Before we begin, make sure your accepted materials and top contaminants match your MRF's. Our [MRF Survey](#) will help you get on the same page as your hauler, which will lead to a more effective campaign.

[CONTINUE](#)

First: Review Acceptable Materials with MRF

PAPER PRODUCT	ACCEPT	DO NOT ACCEPT		DO NOT WANT ON LIST BUT ACCEPT
		NOT DANGEROUS	DANGEROUS	
OCC	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pizza Boxes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newspaper	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Magazines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hard Cover Books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paperback Books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Office Paper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Junk Mail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cartons (gable top containers like milk, orange juice, etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shredded Paper	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<i>Directions on how to Prepare</i>				
Round Can (fiber body, metal bottom)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ice Cream Container	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Enter Program Information

Provide contact information that should appear on your campaign materials.

Department Name (as it should appear on your campaign material)

Example City Public Works

Phone Number (as it should appear on your campaign material)

555-555-555

Website URL (as it should appear on your campaign material)

www.examplecityrecycling.com

Return Address (as it should appear on your campaign material) *

123 Main St.

Example City

Missouri

24533



Upload Your Department's Logo

[Choose File](#) no file selected

Accepted file types: jpg, gif, png.

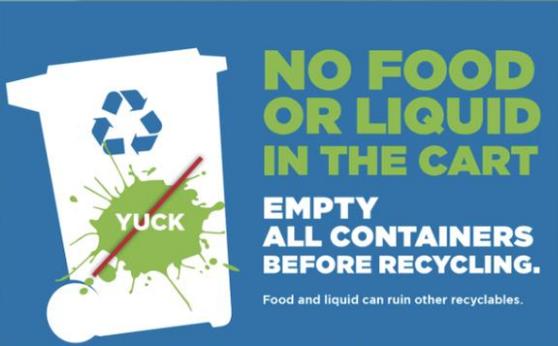
For best results, upload a high-resolution file.

[Save and Continue Later](#)

NEXT

Select Biggest Contaminant

What is the most important message your residents need to hear regarding what NOT to put in their recycling cart? (In other words, what is your top contaminant?) Your answer here will determine the focus of your Top Issue Postcard and will be featured on the back of your Oops Tag.



NO FOOD OR LIQUID IN THE CART

EMPTY ALL CONTAINERS BEFORE RECYCLING.

Food and liquid can ruin other recyclables.



NO PLASTIC BAGS IN THE RECYCLING CART

DO NOT BAG

Recyclables

Collecting recyclables in a bag? Empty the contents into the cart.

Return plastic bags to retailers.



NOT IN YOUR CART

NO CLOTHES (OR LINENS) IN THE CART

Getting rid of clothing and linens?

USE DONATION PROGRAMS

Fabrics are recycled through special programs.



NO TANGLERS IN THE RECYCLING CART

NO HOSES, WIRES, CHAINS OR ELECTRONICS

Tanglers catch in machinery which is dangerous for workers.

Check locally for how to dispose of tanglers safely.

Select 4 additional contaminants

You've already selected Do Not Bag Recyclables as your top contaminant. Please choose four more non-accepted materials to round out your info card and oops tag. (Note: Do NOT select Do Not Bag Recyclables again.)

- Do Not Bag Recyclables
- No Plastic Bags or Plastic Wrap
- No Needles
- No Tanglers, Cords, Hoses, or Chains
- No Flammables, Fuel, or Batteries
- No Bulky Items
- No Glass
- No Yard Waste
- No Food or Liquid
- No Foam
- No Clothing or Linens

Selections will display as "NO" icons on the Oops Tag and Annual Info Card.



BACK

[Save and Continue Later](#)

NEXT

A few additional key pieces of info

This campaign builder allows you to display up to five material types: cans, cartons, glass, paper, and plastic. The next two questions will help you refine those choices to create the right mix for your program.

Do you accept cartons?

- Yes
- No

Do you accept glass?

- Yes
- No

Do you accept pizza boxes?

- Yes
- No

BACK

[Save and Continue Later](#)

NEXT

One last bit of information to graphically represent plastics



Check the statement that applies to your program.

- We accept plastic bottles.
- We accept plastic bottles and tubs.
- We accept plastic bottles, tubs, and bulky rigids.

BACK

[Save and Continue Later](#)

NEXT

Select your print ready files!

Click below to download your customized files.

After downloading your files, here are some next steps that might be helpful. Double check your document for spelling and contact information. If your logo is blurry, you will need to upload a high-resolution logo file. Ask your printer and mailer to advise on postage and mailing options. (Options like Bulk Mail and Every Door Direct Mail require specific graphics and language.)

[DOWNLOAD TOP ISSUE MAILER](#)

[DOWNLOAD OOPS TAG](#)

[DOWNLOAD INFO CARD](#)

Example City Public Works
123 Main St.
Example City, MO 24533



RECYCLE

THANK YOU FOR RECYCLING THESE:

Cans  Aluminum and Steel Cans empty and rinse	Cartons  Food and Beverage Cartons empty and replace cap	Glass  Bottles and Jars empty and rinse	Paper  Mixed Paper, Newspaper, Magazines, and Flattened Cardboard	Plastic  Kitchen, Laundry, Bath: Bottles and Containers empty and replace cap
--	---	--	---	--

NO!

 Do not Bag Recyclables (no garbage)	 No Tangles, Cords, Hoses or Chains	 No Food or Liquid (empty all containers)	 No Clothing or Linens (drop-off only)
--	---	---	--

555-555-555
Example City, Example City Public Works

www.examplecityrecycling.com

Info Card



OOPS!

PLEASE LEAVE THESE ITEMS OUT!

 Do not Bag Recyclables (no garbage)	 No Plastic Bags or Plastic Wrap
 No Tangles, Cords, Hoses or Chains	 No Food or Liquid (empty all containers)
 No Clothing or Linens (drop-off only)	 No Scrap Metal, Wood, or Furniture

CORRECT THIS AND WE WILL COLLECT NEXT TIME.

www.examplecityrecycling.com
Questions about your curbside recycling service?
555-555-5555

Oops Tag

NO PLASTIC BAGS IN THE RECYCLING CART



DO NOT BAG Recyclables

Collecting recyclables in a bag? Empty the contents into the cart.

 Return plastic bags to retailers.

Example City, Example City Public Works
555-555-555
www.examplecityrecycling.com

Top Issue Mailer

ADDITIONAL RESOURCES FOR MESSAGING





THE RECYCLING PARTNERSHIP PRESENTS

GRAB & GO SOCIAL MEDIA KIT

POSTS & POINTERS FOR YOUR PROGRAM

VOLUME 1

Q: What's made
of glass and
recyclable?



A: your bottles
and jars



Celebrate E
Today and E



RECYCLE RIGHT:

No bags in your cart!



recycle
this bag
for a better
tomorrow

Please also consider making a
difference by bringing a reusable bag.
THIS BAG CONTAINS UP TO 15% RECYCLED MATERIAL
**PLEASE REUSE OR RECYCLE AT
YOUR LOCAL STOP & SHOP**



THE RECYCLING
PARTNERSHIP



THE RECYCLING
PARTNERSHIP

RECYCLING ICONS



[← Back to Info Hub](#)

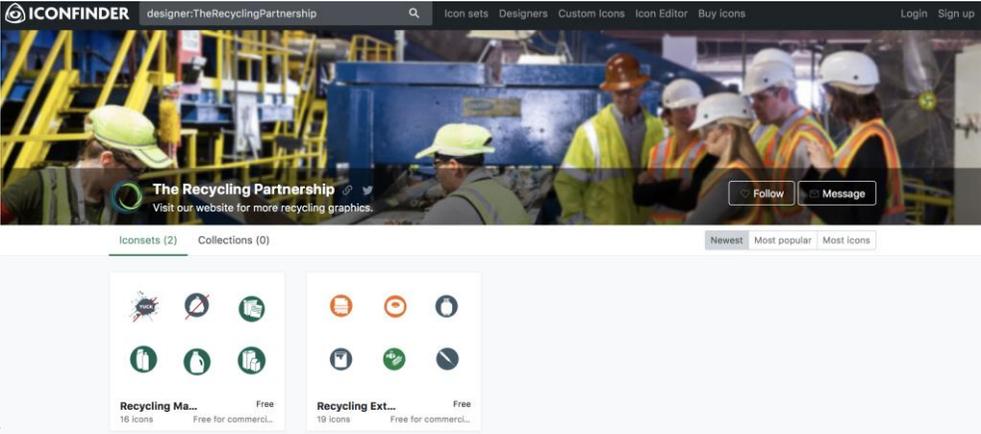
April 18th, 2017

Download: Icons for Recycling Campaign



Designing your own campaign materials? Utilize our free visuals to represent what is and is not accepted in your community's recycling program!

[VIEW ICONS](#)



RECYCLING ICONS

ICONFINDER designer:TheRecyclingPartnership 🔍 Icon sets Designers Custom Icons Icon Editor Buy icons Login Sign up



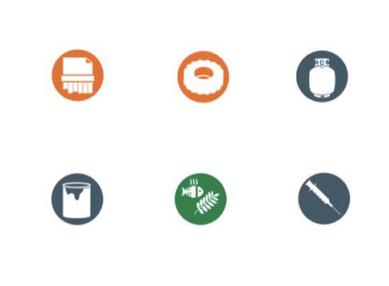
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Iconsets (2) Collections (0)

Newest Most popular Most icons



Recycling Ma... Free
16 icons Free for commerci...



Recycling Ext... Free
19 icons Free for commerci...

ADDITIONAL RESOURCES AND RESEARCH



Our solutions are backed by research and data

CITY PROGRAM DATA: What Are Indicators Of Success?

THE 2016 STATE OF CURBSIDE REPORT

REVISED JANUARY 31, 2017
PREPARED BY THE RECYCLING PARTNERSHIP ©2016



PROFILE OF THE HIGHEST-PERFORMING CITIES SURVEYED (OVER 400 LBS/HH/YR)



83%

COLLECT IN CARTS



93%

PROVIDE COLLECTION
AUTOMATICALLY



96%

SINGLE-STREAM
COLLECTION

WHEN THE LOCAL GOVERNMENTS
ARE ENGAGED IN THE RECYCLING
PROGRAM AND HAVE TRIGGERED
AN "ACTION" TO INCENTIVIZE
RECYCLING IS WHEN YOU SEE
THE MOST SUCCESS.

100%
PUBLIC ACTION



MRFSHED REPORT

Residents should hear the same recycling message no matter where they live, work or play.

■ Communities that provide information online and their accepted materials list is the same as what their MRF accepts.

A MRFshed is defined as a group of communities that funnel material into the same MRF.



MRF MATERIAL TRACKING FORM

TRACK AND GRADE INBOUND LOADS

Anti-Contamination Kit

MRF Tracking Form

This form is a tool to facilitate feedback on material quality and create that needed dialogue. Feedback on each load as a standard operating procedure will help isolate problem areas for better targeting, and track progress in fighting contamination.

Every MRF and community operates slightly differently. Thus, the form can be used in two ways:

1. As it is - MRF operator looks at inbound material at three times before the project begins, when it's under way, and after the project ends to assess results.
2. As a framework to build upon – incorporate these feedback elements into the material/reports the driver or community already receiving.

MRF MATERIAL TRACKING FORM

City: _____ Hauler: _____ Date: _____

Truck Number: _____ Container Number (if drop-off): _____

Route Number: _____ Container Material (if drop-off): _____
(e.g. bottles/cans, cardboard, paper)

QUALITY GRADE
(circle one)

A Quality is acceptable.
Less than 10%
of material is contaminated.

B Quality is poor.
10% to 20%
of material is contaminated

C Quality is bad.
Over 20%
of material is contaminated.

Grade B or C?
Check main
contaminant:

Recyclables in Bags Refuse in Bags Loose bags/film Scrap Metal

Wood Waste Large bulky/heavy items Hazardous Waste Tangles Textiles

Other: _____

MRF Signature: _____

Driver Signature: _____

TRY THESE TOOLS, JOIN OUR NETWORK, and let's make recycling more & better!



TOOLS

Online
Library
Starters
BMPs



IDEAS

Webinars
Newsletters
E-Books
Forums



RESOURCES

Grants
Campaigns
Tech
Assistance



Thank you!

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